

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 – cancelled without prejudice or disclaimer.

2. (Currently Amended) A serving device for serving pages of viewable data to browsing devices connected to a network, wherein a page of said viewable data comprises content data defining text and/or graphics and formatting data which specifies locations of said text and/or graphics within a page, and said viewable data is displayed at a browsing device, said serving device comprising:

a user database comprising data relating to user preferences determined from a history of usage by users;

identifying means for identifying requests from browsing devices that define a request for specified content data and a user identifier;

data storage means storing content data; and

processing means configured such that, in response to said identifying means identifying a request for specified content data, said processing means:

(a) reads specified user data from said user database, such that said specified user data corresponds to a received user identifier;

(ab) selects content data from said storage means in dependence of the content data specified in a request received by said identifying means and said specified user data read from said database;

(bc) receives format identifiers identifying the type of formatting required;

(ed) executes a first set of functions to generate viewable data comprising said selected content data and first formatting data when a first format identifier is received; and

(ed) executes a second set of functions to generate viewable data comprising said selected content data and second formatting data when a second format identifier is received,

such that viewable data is served to a browser for display with locations of said text and/or graphics which depends upon the particular format identifier received by the processing means.

3. (Previously Presented) A serving device as in claim 2 wherein said format identifiers are received from browsing devices with said requests for specified content data, such that viewable data is served to a browsing device for display with a first format when a first format identifier is received from said browsing device, and a second format when a second format identifier is received from said browsing device.

Claims 4-7 cancelled without prejudice or disclaimer.

8. (Currently Amended) A serving device as in claim 2 ~~wherein: said serving device further comprises a user database comprising information relating to user preferences and a text database which has an index; said identifying means is further configured to receive a user identifier with said request for specified content data; and said processing means is further configured to: read data from said user database in response to a received user identifier; and adjust the index of said text database in response to said~~ after reading specified user

~~information data~~ but before selecting content data such that said selected content data is dependent upon a received user identifier.

9. (Currently Amended) A serving device as in claim 2 ~~wherein: said serving device further comprises a user database comprising information relating to user preferences, and a graphics database which has an index; said identifying means is further configured to receive a user identifier with said request for specified content data; and said processing means is further configured to: read data from said user database in response to a received user identifier; and adjust the index of said graphics database in response to said~~ after reading specified user data but before selecting content data information, such that said selected content data is dependent upon a received user identifier.

10. (Currently Amended) A serving device as in claim 2 ~~wherein~~ for serving pages of viewable data to browsing devices connected to a network, wherein a page of said viewable data comprises content data defining text and/or graphics and formatting data which specifies locations of said text and/or graphics within a page, and said viewable data is displayed at a browsing device said serving device ~~further comprises~~ comprising:

identifying means for identifying requests from browsing devices that define a request for specified content data;

data storage means storing content data;

a function database comprising a plurality of sets of functions including ~~said~~ a first set of functions and ~~said~~ a second set of functions; and

a user database comprising information relating to user preferences; ~~wherein said~~
~~identifying means is configured to receive a user identifier with said request for specified content~~
~~data;~~ and

~~said processing means is configured to~~ such that, in response to said identifying means
identifying a request for specified data content, said processing means:

(a) reads user preference information from said user database in response to
received user identifier; and

(b) selects content data from said storage means in dependence of the content
data specified in a request received by said identifying means,

(c) receives format identifiers identifying the type of formatting required,

(d) selects a set of functions from said function database in dependence upon
said received format identifier and said read user information;

(e) executes a first set of functions to generate viewable data comprising said
selected content data and first formatting data when a first format identifier is received,
and

(f) executes a second set of functions to generate viewable data comprising
said selected content data and second formatting data when a second format identifier is
received,

such that viewable data is served to a browser for display with locations of said
text and/or graphics which depend upon the particular format identifier received by the
processing means.

11. (Currently Amended) A serving device ~~as in claim 2 further~~ for serving pages of viewable data to browsing devices connected to a network, wherein a page of said viewable data comprises content data defining text and/or graphics and formatting data which specifies locations of said text and/or graphics within a page, and said viewable data is displayed at a browsing device, said serving device comprising:

identifying means for identifying requests from browsing devices that define a request for specified content data;

data storage means storing content data,

a user database comprising information relating to user preferences; ~~and~~

a function database containing a plurality of sets of functions and an index,

~~said identifying means is configured to receive a user identifier with said request for specified content data; and~~

~~said processing means is configured to:~~ such that, in response to said identifying means identifying a request for specified content data, said processing means:

(a) reads specific user preference information from said user database in response to a received user identifier;

(b) adjusts the relationship between said index and said sets of functions within said function database in response to said specific user preference information; and

(c) selects content data from said storage means in dependence of the content data specified in a request received by said identifying means,

(d) receives format identifiers identifying the type of formatting required,

(e) executes a first set of functions to generate viewable data comprising said selected content data and first formatting data when a first format identifier is received; and

(f) executes a second set of functions to generate viewable data comprising said selected content data and second formatting data when a second format identifier is received,

such that viewable data is served to a browser for display with locations of said text and/or graphics which depend upon the particular format identifier received by the processing means and upon said specific user information

~~select a set of functions from said function storage means in dependence upon said received format identifier;~~

~~whereby said selected set of functions depends upon said specific user information.~~

12. (Currently Amended) A serving device as in claim 2 wherein said data storage means storing content data is a content database and said serving device further comprises a separate function database comprising a plurality of sets of functions including said first set of functions and said second set of functions, whereby said content database may be edited before said processing means combines said content data with formatting data to generate viewable data.

13. (Previously Presented) A serving device as in claim 2 wherein said viewable data is HTML (hypertext markup language) data, and said first and second formatting data comprise of HTML tags.

Claim 14 – cancelled without prejudice or disclaimer.

15. (Currently Amended) A serving device for serving pages of viewable data to browsing devices connected to a network, wherein a page of said viewable data comprises content data defining text and/or graphics and formatting data which specifies locations of said text and/or graphics within a page, and said viewable data is displayed at a browsing device such that locations of said text and/or graphics depend on said formatting data, said serving device comprising:

identifying means for identifying requests from browsing devices that define a request for specified content data;

data storage means storing content data;

function storage means storing executable functions; ~~and~~

a user database comprising information relating to user preferences; and

processing means configured such that, in response to said identifying means identifying a request for specified content data and a user identifier, said processing means:

(a) reads user preference information from said user database in response to a received user identifier,

(~~a~~b) selects content data from said data storage means in dependence upon the content data specified in a request received by said identifying means;

(~~b~~c) receives format identifiers identifying the type of formatting required;

(~~e~~d) selects a set of functions from said function storage means in dependence upon a received format identifier and said read user information; and

(~~d~~e) executes said set of functions to generate viewable data comprising said selected content data and formatting data.

16. (Previously Presented) A serving device as in claim 15 wherein said format identifier is received via said identifying means with said request for specified content data, whereby viewable data is served to a browser for display with a format which depends upon the particular format identifier received from said browser.

Claims 17 – 18 – Cancelled without prejudice or disclaimer.

19. (Previously Presented) A serving device as in claim 15 wherein said viewable data is HTML (hypertext markup language) data, and said formatting data comprise of HTML tags.

Claims 20 – 21 – cancelled without prejudice or disclaimer.